

North Carolina Department of Commerce

Keith Crisco, Secretary
Dale Carroll, Deputy Secretary
October 6, 2011

Joint Economic Development & Global Engagement
Oversight Committee
T H R I V E

in **NORTH
CAROLINA**

10/6/2011

MISSION

To improve the economic well-being and quality of life for all North Carolinians by:

- Marketing North Carolina as a business destination
- Serving and retaining existing business & industry
- Recruiting new companies
- Inspiring entrepreneurship and innovation
- Supporting workforce development
- Encouraging international trade & investment
- Strengthening communities
- Promoting tourism, film and sports development

T H R I V E
in **NORTH
CAROLINA**

COMMERCE DIVISIONS

- Administration
- Management Information System
- Policy, Research, & Strategic Planning
- Office of Science & Technology
- Energy
- Wanchese Seafood Industrial Park
- Business & Industry
- Business Link North Carolina (BLNC)
- Finance Center
- International Trade Division
- Tourism, Film, & Sports Development
- Marketing & Customer Service
- Community Assistance
- Workforce Development

BOARDS & COMMISSIONS

- Alcohol Beverage Commission
- Cemetery Commission
- Credit Union Commission
- Employment Security Commission
- Lottery Commission
- Industrial Commission
- Rural Electrification Authority
- State Banking Commission
- Utilities Commission & Public Staff



north carolina
Department of Commerce

919-733-4151 [Location](#) [Parking](#)



Go



About Our Department

Programs

News

Research & Publications

[International](#)



Programs

▲ Sec. Keith Crisco announces that NASCAR will return to "The Rock."

Business
Development

Community
Development

Energy

Film

International
Trade

Science &
Technology

Small Business

Tourism

Wine

Workforce

HOW WE MARKET OUR STATE

WHY N.C.

LOCATION TOOLS & DATA

SMALL BUSINESS RESOURCES

INCENTIVES

KEY INDUSTRIES

KEY INDUSTRIES

AEROSPACE, AVIATION & DEFENSE

AUTOMOTIVE, TRUCK & HEAVY
EQUIPMENT

BIOTECHNOLOGY, PHARMACEUTICALS
& LIFE SCIENCES

ENERGY

BUSINESS & FINANCIAL SERVICES

INFORMATION & COMMUNICATIONS
TECHNOLOGY



Key Industries in North Carolina Overview

Business here is Thriving. And so are the people behind the businesses.



Some of the key industries that are Thriving here include advanced manufacturing, aerospace and aviation, automotive, biopharmaceuticals, defense, energy, financial services, software and information technology as well as textiles.

Over the past 20 years, North Carolina has transitioned from a traditional economy based on tobacco, furniture and textiles—to a global economy that is driven by knowledge-based enterprises. Many of our traditional industry sectors showcase the economic transition. For example, agriculture remains vital with a shift in focus from tobacco to new

SERVING & RETAINING EXISTING BUSINESS & INDUSTRY

- Small Business-Inspiring entrepreneurship & innovation
 - BLNC (Business Link North Carolina)
 - Small Business Ombudsman
 - Small Business Commissioner
 - Small Business Technology Development Center
 - BizBoost
 - NC Capital Access Program
 - Office of Science & Technology
 - Green Business Fund & One NC Small Business
- Business & Industry has Regional & Statewide:
 - Economic Developers
 - Existing Industry Specialists



BUSINESSES:

Growing Existing Businesses



ETHAN ALLEN



ECONOMIC DEVELOPMENT TOOLS

- Job Development Investment Grants
- One North Carolina Fund
- Job Maintenance & Capital Development Fund
- Tax Credits
- Access NC
- Workforce
- Customized Training
- Industrial Development Fund- Utility Fund
- Buildings & Reuse Program (CDBG-Economic Development)



RECRUITING NEW COMPANIES

- Site Selection
- Research and Analysis
- Statewide building and site database
- Labor market data
- Permitting assistance
- Tax credits for qualified businesses
- Participating Divisions- Requests for Proposal
 - Business & Industry Economic Developers
 - Commerce Finance Center
 - Policy, Research, & Strategic Planning

BUSINESSES:

Attracting New Companies



fiserv.

B&W



CLEARWATER
PAPER



SUPPORTING WORKFORCE DEVELOPMENT

- JobLink Career Centers for Job Seekers
 - Employment and training services by workforce development professionals
- 2011 State of the N.C. Workforce Report
 - In-depth analysis of the supply of available workers and the workforce demand in the state
- NC Workforce Development Training Center
 - Provides high-quality, affordable, easily accessible training and professional development services
- NC Job Connector
 - Matchmaking for employers and jobseekers

EQUIPPING OUR WORKFORCE



EQUIPPING OUR WORKFORCE

North Carolina



Career Planning, Training
& Placement Services

NC Community Colleges

Hope • Opportunity • Jobs

NC WORKFORCE
DEVELOPMENT

Training★
Center



The UNIVERSITY of
NORTH CAROLINA

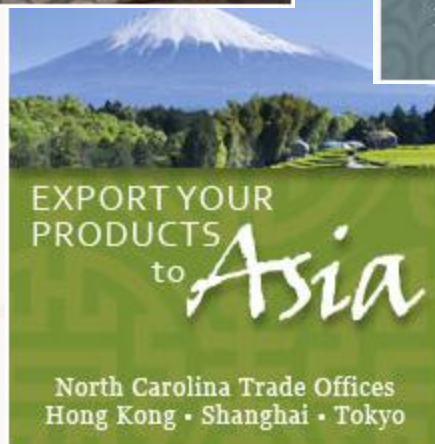
a Multi-Campus University

T H R I V E
in NORTH
CAROLINA

ENCOURAGING INTERNATIONAL TRADE & INVESTMENT

- International Trade Division, Global Representatives:
 - Canada
 - Europe
 - Mexico
 - Hong Kong
 - Japan
 - China (Shanghai)
 - Brazil
 - South Korea, in partnership with the ports

ENCOURAGING INTERNATIONAL TRADE & INVESTMENT



GLOBAL REPRESENTATIVES IMPACT NORTH CAROLINA



STRENGTHENING COMMUNITIES

- Main Street Program- Revitalize downtowns
- Community Planning Program- Five regional offices assist local governments with land use planning and training
- Community Development Block Grants- HUD CDBG to local governments used to upgrade infrastructure, foster entrepreneurship and provide housing opportunities for low-wealth citizens
- Appalachian Regional Commission- Federal-State partnership provides social and economic support to local entities and non-profits in Appalachia

STRENGTHENING COMMUNITIES

REGIONAL OFFICES



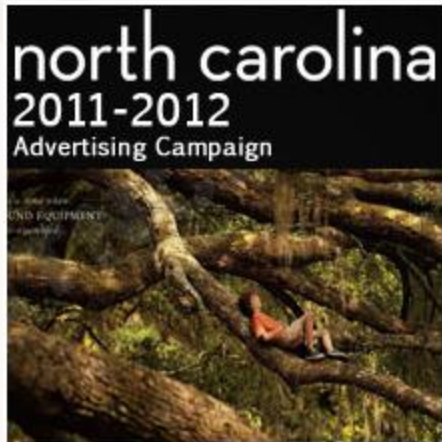
North Carolina
Main Street

T H R I V E
in **NORTH
CAROLINA**

PROMOTING TOURISM, FILM & SPORTS DEVELOPMENT

- Works to develop and promote North Carolina as a primary travel destination by targeting:
 - Consumer advertising and promotions,
 - Public relations strategies to garner media attention about travel opportunities, and
 - Recruitment of sporting events into the state.
- Provides technical assistance to communities who embrace tourism as an economic development strategy and seek to develop and promote tourism assets.
- NC Film Office services international, out-of-state & in-state production companies, and film professionals.

PROMOTING TOURISM, FILM & SPORTS DEVELOPMENT



TRAVEL AND TOURISM'S CONTRIBUTION TO
NORTH CAROLINA'S
ECONOMY

\$17 billion

In domestic visitor spending

\$545.9 million

In local taxes for
communities statewide

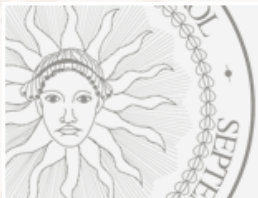


T H R I V E
in NORTH
CAROLINA

ECONOMIC DEVELOPMENT PARTNERS



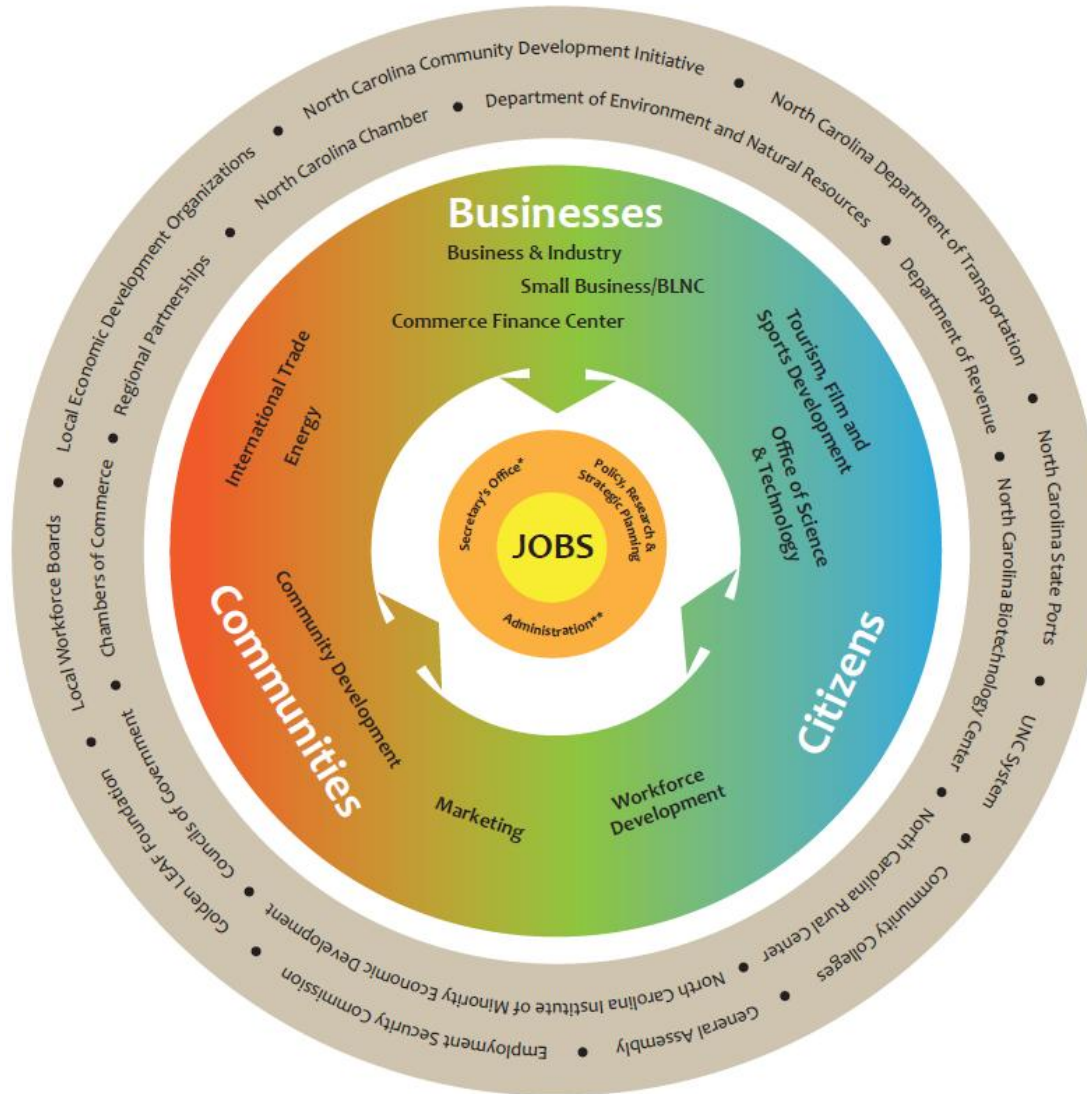
NC Community Colleges
Hope • Opportunity • Jobs



**The UNIVERSITY of
NORTH CAROLINA**
a Multi-Campus University



LEVERAGING PARTNERSHIPS for NORTH CAROLINA



* Legislative Affairs, General Counsel, Public Affairs

** Management Information Systems, Human Resources, Fiscal Management

THANK YOU!

General Assembly
of North Carolina



T H R I V E

in **NORTH
CAROLINA**

T H R I V E

in **NORTH
CAROLINA**